

SAN DIEGO POLICE DEPARTMENT

ORDER FORM - FISCAL MANAGEMENT

Tracking Number _____

B6974

TO: Fiscal Management, MS 715		FROM: UNIT NAME AND COST CENTER NO. Information Services/Data Systems 1914151212		DATE OF REQUEST: 9/15/2015	
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MC/GL (FISCAL ONLY)	QUANTITY	ARTICLE OR SERVICE REQUESTED (DESCRIBE FULLY)	UNIT PRICE (IF KNOWN)	TOTAL PRICE
	1	Geofeedia Application Services Subscription (One Year)	\$18,000.00	\$18,000.00
				\$0.00
				\$0.00
				\$0.00
				\$0.00
				\$0.00
		Subtotal		\$18,000.00
		Tax	8.00%	\$0.00
		Shipping & Handling		\$0.00
TOTAL COST OF CURRENT REQUEST				\$ 18,000.00

DATE DESIRED (LAST SPECIFY DATE) 9/15/2015	PLACE(S) OF AVAILABILITY (VENDOR NAME, ADDRESS, & TELEPHONE NUMBER): Geofeedia, Inc. 444 North Wells Street #502 Chicago, IL 60654 312-714-8900	PRIOR YEAR PO NUMBER
SHIP TO ADDRESS IF DIFFERENT		PRIOR YEAR ACTUAL EXPENSE

REASON FOR REQUEST (IDENTIFY DEPARTMENT NEED AND JUSTIFICATION FOR EXPENDITURE):

Geofeedia is an online subscription based social media aggregator. It allows Crime Analysis Analysts and Investigators to collect, aggregate and analyze location based open and multiple source social media activities in a single location. This project has received ITBLG approval. Please see the attached ITBLG business case and approval confirmation for further information.

PO MOD? (Y/N)	SERVICE? (Y/N)	IF MOD, CURRENT PO NUMBER	IF MOD, LIST ORIGINAL PO AMOUNT AND ANY MODIFICATIONS	IF MOD, TOTAL NEW PO AMOUNT
N	N		Original PO Amount \$0.00	
IF SERVICE, HUMAN RESOURCES CONTRACTING OUT REQUEST FORM MUST BE ATTACHED		CONTRACT/ SOLE SOURCE NUMBER	Modification \$0.00	\$0.00
			Modification \$0.00	

REQUESTOR / CONTACT (PRINT) Brendan Daly	TELEPHONE 619-525-8477	MAIL STATION 704A	COMMANDING OFFICER APPROVAL (SIGNATURE)	DATE APPROVED
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SDPD FISCAL OPERATIONS USE ONLY - SPECIAL COMMENTS OR INSTRUCTIONS:

FUND (6 DIGITS)	COST CENTER (10 DIGITS)	COMMITMENT ITEM (6 DIGITS)	GRANT NAME		
INTERNAL ORDER	MATERIAL CODE (MC)	VENDOR NUMBER	ALTERNATE VENDOR NUMBER	ITEMIZED OR DEPARTMENT OPEN?	
ANALYST APPROVAL	DATE APPROVED	EXECUTIVE ASSISTANT CHIEF APPROVAL	DATE APPROVED	ADMINISTRATIVE SERVICES MGR APPROVAL	P-CARD? (Y/N)

Purchasing and Contracting Requirements

Total Purchase Amount	Type of Solicitation Required	Total Purchase Amount	Type of Solicitation Required
\$1-\$25,000	Phone/Fax quote (1 minimum)	\$150,000-\$1,000,000	Formal Bid
\$25,000.01-\$50,000	Phone/Fax quote (2 minimum)	\$1,000,000 +	Formal Bid City Council Approval
\$50,000.01-\$149,999.99	Written quotes (5 minimum)		



ORDER FORM

This order form is subject to and governed by the terms and conditions of Geofeedia's Online Terms of Service posted at <http://www.geofeedia.com/terms-of-service>. Please review the Online Terms of Service carefully before signing below, as your signature below constitutes your agreement to be bound by its terms. If for any reason you are unable to view the Geofeedia Online Terms of Service online at the website given above, please contact Geofeedia immediately.

Pursuant to this Order Form, Customer is purchasing subscriptions to the Geofeedia Service identified below, subject to any specified usage parameters (e.g. number or types of users, number of locations, volume of data, etc.) and any professional services described herein. The term of this Order Form shall automatically renew for subsequent one-year terms unless either party provides notice to the other party at least forty-five days prior to the Contract End Date.

Order Information

Account Name: San Diego Police Department
Prepared By: Andrew Kaye

Contract Start Date: _____
Contract End Date: _____

Total Amount: [\$18,000.00]

Subscription Term, Billing & Payment Information

Company Name: San Diego Police Department

Billing Phone: _____

Billing Name: _____

Billing Fax: _____

Billing Email: _____

Billing Address: 1401 Broadway
San Diego, CA 92101

Payment Method: Invoice

PO Number: _____

Billing Terms: Invoices sent **Annually** **Customer Initials** _____

Invoices for Overage Fees, if any, sent monthly.

Payment Terms: Due Upon Receipt.

Customer: San Diego Police Department

Geofeedia, Inc.

Signature: _____

Signature: _____

Printed: _____

Printed: _____

Title: _____

Title: _____

Date: _____

Date: _____

Order Form (Cont'd) – San Diego Police Department

Application Services Subscription*

The Application Services include the following:

Service Edition

Total Price

Standard Service Package

Customer orders the following Standard Service Package:

Geofeedia Professional Edition

\$ 18,000.00

Total Permitted Users: Thirty (30)

Standard Applications

- Real-Time Search
- Up to five (5) Real-Time Streams
- Administrator functions

Premium Applications

- Collections
- Alerts
- Influencers
- Mobile App

Other Included Features

- Shape File Support
- Language Translations
- Data Export
- Analytics
- Networks currently Included: Instagram, Twitter, Flickr, Picasa, YouTube, Facebook, Sina Weibo

Data Storage & Radius

- Maximum of 25 kilometers
- Unlimited Recording Locations, up to 250,000 posts per month

Training and Implementation

No charge

One-hour online training class (Included)

Geofeedia Video Training (Included)

Total Cost For One (1) Years

\$ 18,000.00

Order Comments

Note: Any other services not included hereunder and must be identified in a separate, executed Statement of Work.

For additional details regarding standard features and functionality of the Application Services, please visit:
<http://geofeedia.com/how-it-works>



City of San Diego
Information Technology Business Leadership Group
Business Case Concept

1. Title of Project GeoFeedia Social Media Monitoring				
2. Date (MM/DD/YYYY) 08/19/2015	3. Tracking Number	4. Department Police		
6. Sponsor's Name & Title Chris Haley, Program Manager		5. Division Information Services		
7. Required Start Date 09/01/2015	8. Required Completion Date 06/30/2016	9. Department No 1914	10. Fiscal Year 2016	11. Capital Improvement Project (CIP)? <input type="checkbox"/>
12. Mandate(s) <input type="checkbox"/> Regulatory <input type="checkbox"/> Compliance <input type="checkbox"/> Federal Legislation <input type="checkbox"/> State Legislation <input type="checkbox"/> Local Legislation				
13. Mandate Information:				
14. Organizational Impact Single Department		15. IT Category Business Application		
16. Business Need The San Diego Police Department has used Open-Source Intelligence (OSINT), particularly from social media sources, in criminal investigations in conjunction with traditional investigative techniques. Information obtained from these channels has proven to be useful, resulting in arrests and prosecution of suspects, and has provided information that helped in responding to critical mass events. To more effectively utilize this information, the Department seeks an automated tool to collect, aggregate and analyze location-based, open and multiple-source social media activities. The use of this information can assist real-time information to support decision-making processes, complement investigations, and identify early warning indicators of acts of violence, perceived threats and critical masses.				
17. Strategic Fit This application aligns with Department's goal of implementing new technology in providing the highest quality police service. Through automated collection and analytic tools for social media, analysts and investigators can formulate sound intelligence, and effectively and safely use Department resources to respond to threats and acts of violence.				

18. Potential Options/Alternatives

Currently, these types of data collection process are performed manually and are focused specifically on predetermined topics or cases. Thus, the Department is lacking the capability to receive alerts from potential threat indicators. Although there are personnel trained to work with these types of information, the Department does not have the capability of conducting proactive and preventative measures to detect potential threats.

Analysts and investigators currently use free and basic tools similar to Geofeedia. However, these tools do not permit data collection, aggregation, downloading for analysis, or alerts. Additionally, limited access to the type of social media platforms and postings that are available only allow basic analysis of social media activities.

19. Labor Implications (potential meet and confer issues)

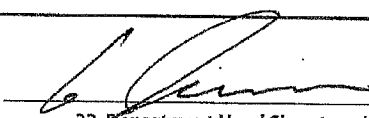
None

20. Possible Funding Sources (including potential grant funding)

\$25,000 has been allocated in the Department's FY16 Operating Budget for the initial purchase of this technology. Annual renewal costs will be included in the Department's Operating Budget.

Al Guaderrama, Assistant Chief of Police

21. Department Head (printed)

 8/24/15
22. Department Head Signature / Date

Daly, Brendan

From: Brister, George [GBrister@sandiego.gov]
Sent: Tuesday, September 15, 2015 10:16 AM
To: Daly, Brendan
Cc: Villaver, Peter; Betry, Jody
Subject: Geofeedia Business Case has been Approved

Good morning Brendan,

The ITBLG Subcommittee approved the Geofeedia business case. I will get you the signed approval within a few days, but you are good to proceed with the procurement process.

George...

*George Brister
Manager, Governance & Strategic Planning
City of San Diego
Department of Information Technology
1010 2nd Avenue, Suite 500, MS 658B
San Diego, CA 92101-4998
619.533.4811*

*-Value customers and employees as partners-
City of San Diego Strategic Plan - Values*

CONFIDENTIAL COMMUNICATION

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City of San Diego PURCHASE ORDER

PO No. **4500072292**

Ship To: Center ID: DATA POLICE-DATA SERVICES MS 704A 1401 BROADWAY SAN DIEGO CA 92101-5710		Bill To: POLICE-FISCAL MANAGEMENT MS 715 1401 BROADWAY SAN DIEGO CA 92101-5710		Date: 10/19/2015 Page 1 of 2	
				Billing Contact: KATHY STEVENS Telephone: 619-235-5901	
Vendor: Geofeedia Inc 444 N Wells St Ste 502 Chicago IL 60654 Vendor ID: 10034868 Phone:				Terms: within 30 days Due net Delivery Terms: FOB DESTINATION Deliver on or before: 06/30/2016	
				Buyer: Susannah Shoaf Telephone: 619-236-6190	
Line #	Item ID/Description	Quantity/UM	Unit Price	Extended Price	
1	Dept. Open - Subscription Service San Diego Police Department/Data Systems Department Open - Geofeedia Subscription From 07/01/2015 through 06/30/2016 Requestor: Brendan Daly 619-525-8477 PO number to be on all invoices. ***To ensure prompt payments please mail invoices within five business days of service. Invoice should be mailed to: San Diego Police Department ATTN: Accounts Payable 1401 Broadway, MS-715 San Diego, CA 92101	18,000 EA	USD 1.00	USD 18,000.00	
Notes: The Terms and Conditions of this Purchase Order are available at http://sandiego.gov/purchasing/					
SEE LAST PAGE FOR TOTAL					
IMPORTANT! To ensure prompt payments, PO # must appear on all shipments and invoices; and, all invoices must be directed to <i>Billing</i> Contact person at <i>Bill-To</i> address listed above					



City of San Diego PURCHASE ORDER

PO No. **4500072292**

Ship To: Center ID: DATA POLICE-DATA SERVICES MS 704A 1401 BROADWAY SAN DIEGO CA 92101-5710		Bill To: POLICE-FISCAL MANAGEMENT MS 715 1401 BROADWAY SAN DIEGO CA 92101-5710		Date: 10/19/2015 Page 2 of 2	
				Billing Contact: KATHY STEVENS Telephone: 619-235-5901	
Vendor: Geofeedia Inc 444 N Wells St Ste 502 Chicago IL 60654 Vendor ID: 10034868 Phone:				Terms: within 30 days Due net Delivery Terms: FOB DESTINATION Deliver on or before:	
				Buyer: Susannah Shoaf Telephone: 619-236-6190	
Line #	Item ID/Description	Quantity/UM	Unit Price	Extended Price	
	Notes:				
Notes: The Terms and Conditions of this Purchase Order are available at http://sandiego.gov/purchasing/			Line Item Total \$ 18,000.00 Tax \$ 0.00 PO Total \$ 18,000.00		
			IMPORTANT! To ensure prompt payments, PO # must appear on all shipments and invoices, and all invoices must be directed to <i>Billing</i> Contact person at <i>Bill-To</i> address listed above		

B6974

Geofeedia, Inc.

Geofeedia, Inc.
444 North Wells Street
Suite 502
Chicago, IL 60654
(312)724-8900
accounting@geofeedia.com

Invoice

Date	Invoice #
09/19/2015	2233
Terms	Due Date
Due on receipt	09/19/2015

Bill To
San Diego Police Department 1401 Broadway San Diego, California 92101 United States

Amount Due	Enclosed
\$18,000.00	

Please detach top portion and return with your payment.

Activity	Quantity	Rate	Amount
<ul style="list-style-type: none"> Geofeedia subscription, annual term Contract start date: 10/1/2015 POC: Brendan Daly email: bdaly@pd.sandiego.gov To obtain a credit card authorization form or bank details, please contact josh.vervack@geofeedia.com <p>PO 4500072292 OK to pay 10/23/15 B. Daly</p>			18,000.00
Total			\$18,000.00